

Farm to Phone: Making Quick and Timely Videos on Crop Production

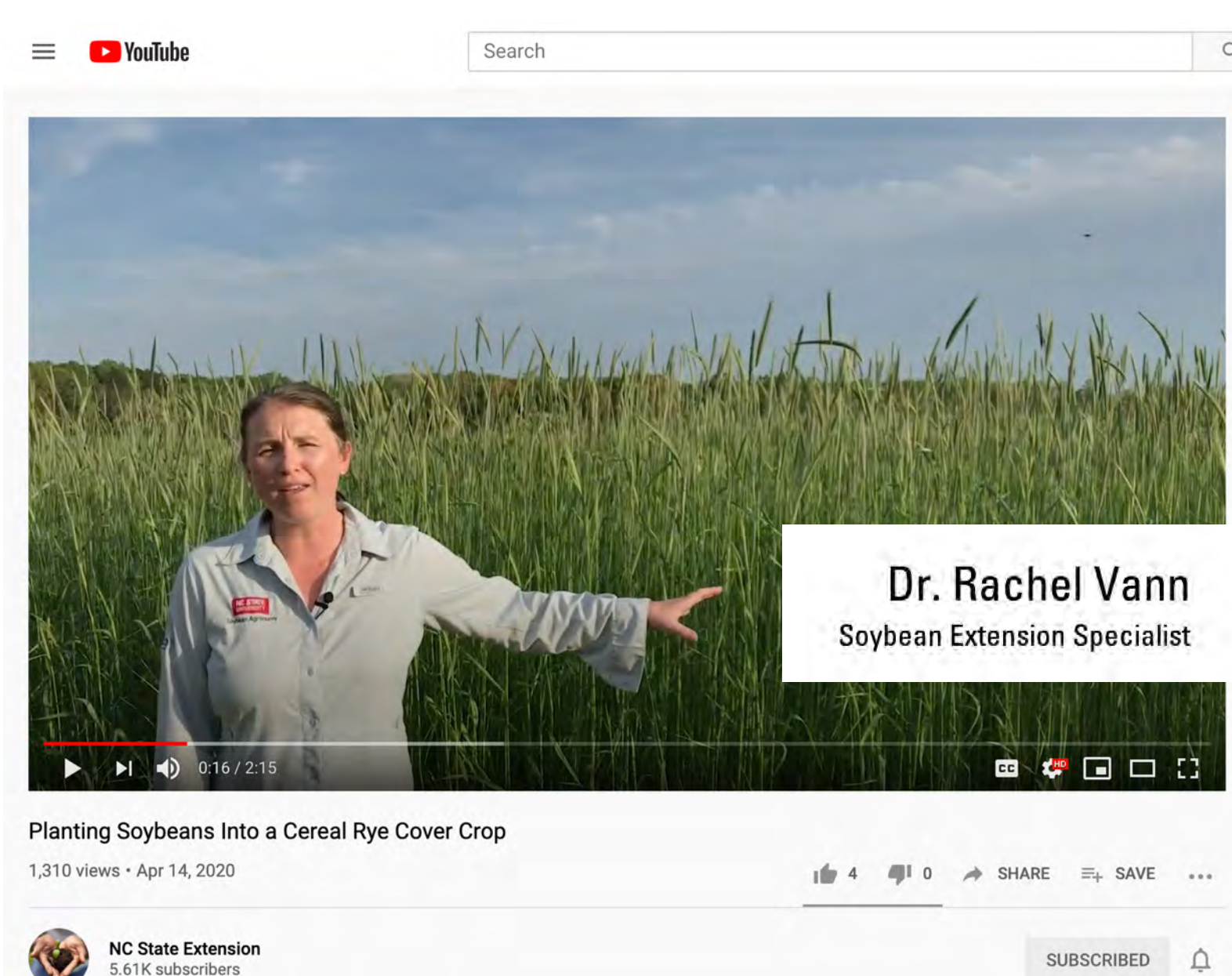
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Goal:

Develop a series of short, online videos to keep North Carolina's grain farmers ahead of emerging crop production issues.

Materials & Methods:

The videos were created, filmed and edited in-house with an average turn-around time of 4 days from filming to web release. Videos are filmed in the field just prior to the time when farmers will need the information. Content in all of our 2-minute videos is tightly focused on technical information geared directly to the commercial audience. Each video outlines the significance of the topic; illustrated identification, control and prevention; and, follow-up links for more information.



Equipment used:

- ✓ iPad
- ✓ Tripod
- ✓ Lavalier mic for interviews (A-roll)
- ✓ Shotgun mic for B-roll
- ✓ Headphones
- ✓ Audio cable splitter
- ✓ FilMic Pro App
- ✓ Premier Rush editing software (Mac)

Results:

Impact of the pilot series led to additional funding from commodity groups for a total of 45 videos on corn, soybeans and small grains. A total of 21 videos on corn, wheat sorghum and soybeans were posted to YouTube in the first year with over 6,000 views. The videos with the highest watch numbers were on cultural practices as opposed to pest problems and control.

Discussion:

Keys to success in quick video production are: 1) Conversational story-telling for viewer engagement; 2) Using a mobile device; 3) Maximum video length of 2 minutes; 4) Maintaining quality sound and images, including eye contact with the camera.

To view all videos: <https://cals.ncsu.edu/crop-and-soil-sciences/virtual-events>

